

**IN THE CLAIMS**

Please amend the claims as follows:

1. (Currently Amended) A portable communication device comprising:

a microphone structured for receiving sound waves, the sound waves being representative of (i) an audio signal and (ii) hidden data embedded in the audio signal, the microphone converting the received sound waves into an electrical output signal;

a processor electrically coupled to the microphone and configured to receive the electrical output signal in order to extract the hidden data and provide information represented by the hidden data;

a user interface electrically coupled to the processor and configured to (i) receive a first user input, (ii) activate the processor to selectively initiate extraction of the hidden data in accordance with the first user input to provide extracted information represented by the hidden information, (iii) receive a second user input indicative of user preferred portions of additional information related to the extracted information represented by the hidden data, and (iv) activate the processor to provide the user preferred portions of the additional information in response to the second user input, wherein the processor provides the extracted information represented by the hidden data in response to the first user input, and provides the user preferred portions of the additional information in response to the second user input; and

an user presentation mechanism configured to present the extracted information and/or the user preferred portions of the additional information provided by the processor.

2. (Currently Amended) The portable communication device according to claim 1,

wherein the user interface is further configured to (i) receive a third user to establish a communication link, and (ii) activate the processor to provide output data to establish the communication link, wherein the output data comprises link information included in the extracted information represented by the hidden data.

3. (Previously Presented) The portable communication device according to claim 1, further comprising:

an output mechanism electrically coupled to the processor and configured to receive an output from the processor and to transmit a signal corresponding to the received output.

4. (Original) The portable communication device according to claim 3, wherein the transmitted signal activates computer network functions.

5. (Currently Amended) The portable communication device according to claim 3, further comprising:

an embedding device, carried with the portable device, for (i) receiving the output from the processor, and (ii) embedding the output from the processor with identification information for associated with the portable communication device, wherein the signal corresponding to the received output includes the embedded identification information.

6. (Currently Amended) A portable communication device comprising:

a receiver structured to receive a radio frequency signal containing hidden data and to convert the radio frequency signal into an electrical output signal containing the hidden data;

a processor electrically coupled to the receiver and configured to receive the electrical output signal in order to extract the hidden data, and provide extracted information represented by the hidden data;

a user interface electrically coupled to the processor and configured to (i) receive a first user input, and (ii) activate the processor to selectively initiate extraction of the hidden data in accordance with the first user input, the processor producing as an output the extracted information represented by the hidden data; and

a user presentation mechanism configured for presenting the extracted information represented by the hidden data.

7. (Previously Presented) A base station configured to (i) receive and process a signal transmitted by a portable communication device for a call, (ii) extract hidden data from the processed signal, the extracted hidden data including identifier information for the portable communication device and linking information indicative of a destination for the call, and (iii) establish a communication link to a the destination indicated by the linking information.

8. (Currently Amended) A communication system for processing a broadcast audio signal including hidden data, the communication system comprising:

a portable communication device including:

a microphone structured for receiving sound waves, the sound waves being representative of (i) an audio signal and (ii) hidden data embedded in the audio signal, the microphone converting the received sound waves into an electrical output signal;

a processor electrically coupled to the microphone and configured for receiving the electrical output signal in order to extract the hidden data and provide information representative of the hidden data;

a user interface electrically coupled to the processor and configured for (i) receiving a first user input, (ii) activating the processor to selectively initiate extraction of the hidden data in

accordance with the first user input to provide extracted information represented by the hidden information, (iii) receiving a second user input indicative of user preferred portions of additional information related to the extracted information representative of the hidden data, and (iv) activating the processor to provide the user preferred portions of the additional information in accordance with the second user input;

a user presentation mechanism configured for presenting the extracted information and/or the user preferred portions of the additional information provided by the processor; and an output mechanism electrically coupled to the processor and configured for receiving output data from the processor and transmitting a signal corresponding to the received output data; and

a base station configured to (i) receive and process the signal transmitted by the portable communication device, (ii) extract the output data from the processed signal, the output data including identifier information and linking information, and (iii) establish a communication link to a destination represented by the linking information.

9. (Currently Amended) A portable communication device comprising:

a receiver configured to receive a broadcast radio frequency signal, the broadcast radio frequency signal being representative of (i) an audio signal and (ii) hidden data embedded in the audio signal, the receiver converting the received broadcast radio frequency signal into an electrical output signal containing the hidden data;

a processor electrically coupled to the receiver and configured to receive the electrical output signal in order to extract the hidden data and provide extracted information representative of the hidden data;

a user interface electrically coupled to the processor and configured for (i) receiving a user input and (ii) activating the processor to selectively initiate extraction of the hidden data in accordance with the user input, the processor producing as an output the extracted information represented by the hidden data; and

a user presentation mechanism configured for presenting the extracted information represented by the hidden data.

10. (Currently Amended) A method of communicating using a system including a processor, a user interface, and a user presentation mechanism, the method comprising:

receiving sound waves using a microphone, the sound waves being representative of (i) an audio signal, and (ii) hidden data embedded in the audio signal;

converting the received sound waves into an electrical signal containing the hidden data;

selectively extracting the hidden data from the electrical signal in accordance with a first user input and producing extracted information representative of the hidden data;

presenting the extracted information representative of the hidden data;

receiving a second user input indicative of user preferred portions of additional information related to the extracted information representative of the hidden data; and

presenting the user preferred portions of the extracted information and/or the user preferred portions of the additional information.

11. (Currently Amended) A method of collecting broadcast revenue for at least one entity in a distribution chain of entities based upon a broadcast of data signals, the data signals being representative of audio content and including hidden information embedded therein, the method comprising:

broadcasting the data signals having the hidden information, the hidden information including at least an identity of each of the at least one entity;

receiving the broadcast data signals in a portable communication device;

separating the hidden information from the audio content in the received broadcast data signals to provide extracted information represented by the hidden information;

presenting the extracted information represented by the hidden information to facilitate a user selection of the extracted information to generate a commercial transaction, the user selection being associated with the hidden information;

transmitting the user selection toward a revenue determination center to track the commercial transaction;

determining a revenue share amount for each of the at least one entity for the commercial transaction based upon the broadcast data signals and the user selection of the extracted information, wherein the revenue share amount for each entity for the commercial transaction is related to a service rendered by ~~the~~each entity to provide the hidden information related to the commercial transaction; and

allocating the determined revenue share amount to each of the at least one entity for the commercial transaction.

12. (Previously Presented) The method of collecting broadcast revenue according to claim 11, wherein the separating the hidden information includes converting the received broadcast data signals into electrical signals and extracting the hidden information from the electrical signals.

13. (Previously Presented) The method of collecting broadcast revenue according to claim 11, wherein the transmitting the user selection includes transmitting the user selection to a wireless network resource, the wireless network resource being coupled, at least indirectly, to the revenue determination center.

14. (Previously Presented) The method of collecting broadcast revenue according to claim 11, wherein the user selection is further associated with an identity of an entity facilitating transmission of the user selection, and wherein a revenue share amount is further determined for the entity facilitating the transmission of the user selection.

15. (Previously Presented) The portable communication device according to claim 3, further comprising:

an embedding device for (i) receiving the output from the processor and (ii) embedding the output from the processor with identification information for an entity rendering a service to provide the hidden data or facilitating transmission of the signal corresponding to the received output.

16. (Previously Presented) The portable communication device according to claim 5, wherein the identification information for the portable communication device is a serial number of the portable communication device.